



Michigan Cemetery Association 2020 Winter Conference

February 3-5, 2020 | Radisson Hotel | Lansing, MI



MICHIGAN CEMETERY ASSOCIATION

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GUEST SPEAKER



Gary M. Freytag | President & Chief Executive Officer | Spring Grove Cemetery & Arboretum

Gary M. Freytag, President and Chief Executive Officer of Spring Grove Cemetery and Arboretum, joined the organization in 2003. Since joining Spring Grove, he has led transformational growth that has doubled the revenue of the organization. Spring Grove is now the dominant death care provider in the Cincinnati market providing 1,600 cemetery and 1,800 funeral services annually.

Mr. Freytag holds a bachelor's degree in Economics from Dartmouth and an MBA from the Harvard School of Business. He joined the Spring Grove Family after previously serving as President of Information Alternatives, a Cincinnati based technology consulting company where he led efforts to expand its customer base into new markets including distribution, government and wireless. Prior to that, Mr. Freytag served as Treasurer of Eagle-Picher, a diversified manufacturing company with one billion dollars in worldwide revenue. His

other business experience includes manufacturing, management consulting and venture capital.

Since joining the industry, Freytag has become a CCFE (Certified Cemetery and Funeral Executive) and has been very active in ICCFA. He has spoken at a variety of industry events including the ICCFA Fall Management Conference, Wide World of Sales, ICCFA Annual Convention, and the OACFP. He has served as an ICCFA Board member on the Strategic Planning and Finance Committees. He has served as Treasurer and is currently President Elect. Mr. Freytag is the Dean of the College of Leadership, Administration and Management at ICCFA University. He is also an active member of Cemetery Council, Death Care Management Council and the Historic Cemetery Alliance.

CONFERENCE AGENDA

Monday, February 3

- 4:00 p.m. - 6:00 p.m.** Vendor Set Up
Capitol I & II
- 5:00 p.m.** Board of Directors Meeting
Boardroom
- 6:30 p.m.** Board Dinner
Tavern & Tap

Tuesday, February 4

- 8:00 a.m. - 9:00 a.m.** Registration
- 8:00 a.m. - 9:00 a.m.** Strolling Breakfast with Suppliers
Capitol I & II
- 9:00 a.m. - 9:15 a.m.** MCA President Welcome & Announcements
Capitol III & IV
- 9:15 a.m. - 10:15 a.m.** **Gary Freytag, Adaptive Approaches to Cremation**
Capitol III & IV
- 10:15 a.m. - 10:45 a.m.** Supplier Introductions/Presentations
Capitol III & IV
- 10:45 a.m. - 11:00 a.m.** Refreshment Break with Suppliers
Capitol I & II
- 11:00 a.m. - 12:00 p.m.** **Gary Freytag, Adaptive Approaches to Cremation**
Capitol III & IV
- 12:00 p.m. - 1:30 p.m.** Lunch & Legislative Update
Capitol I & II

Tuesday, February 4 *continued*

- 1:30 p.m. - 2:15 p.m.** **Gary Freytag, Case Study in Leadership**
Capitol III & IV
- 2:15 p.m. - 2:45 p.m.** Supplier Introductions/Presentations
Capitol III & IV
- 2:30 p.m. - 2:45 p.m.** Refreshment Break with Suppliers
Capitol I & II
- 3:00 p.m. - 3:45 p.m.** **Gary Freytag, Case Study in Leadership**
Capitol III & IV
- 3:45 p.m. - 4:00 p.m.** Announcements
Capitol III & IV
- 5:00 p.m. - 6:00 p.m.** Cocktail Reception & Appetizers
Capitol I & II
- 6:00 p.m. - 8:00 p.m.** Dinner
Capitol I & II

Wednesday, February 5

- 8:30 a.m. - 9:30 a.m.** Sit Down Breakfast
Capitol I & II
- 9:30 - 11:00 a.m.** Roundtable discussions
Capitol III & IV
- 11:00 a.m.** Conference Adjournment
Capitol III & IV



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REGISTRATION FORM

	<i>Advance Registration Before Jan. 20th</i>	<i>Registration After Jan. 20th</i>
Full Conference Registration	\$240.00 _____	\$265.00 _____
Non-Member Full Conference Registration	\$290.00 _____	\$315.00 _____
Conference Registration (Spouse)	\$150.00 _____	\$175.00 _____
Tuesday only - Daytime Activities Only	\$125.00 _____	\$150.00 _____
Tuesday Reception/Dinner - Additional tickets	\$50.00 _____	\$75.00 _____

***Full Conference Registration Includes:** All Days Activities, Continental Breakfast, luncheon, Cocktail Reception, Dinner and Refreshment Breaks.

****Tuesday (DAYTIME ONLY) Includes:** Continental Breakfast, Legislative Luncheon, Guest Speaker Sessions and Refreshment Breaks (Does not include Tuesday night reception/dinner)

To assist with meal counts and commitments, please mail your registration and check no later than January 20, 2020. Checks are payable to MCA.

Mail to: Michigan Cemetery Association
 Attn: Taylor Porrett
 120 N. Washington Sq. Suite 110A
 Lansing, MI 48933

REGISTRANT	CEMETERY OR COMPANY NAME	EMAIL
_____	_____	_____
_____	_____	_____
_____	_____	_____

I am a supplier planning to attend and will need:

a display table

electricity

For more information or questions, please call Taylor Porrett @ 517.484.6064

Office Use: Date received _____ Check number _____ Amt Received _____



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SPONSORSHIP OPPORTUNITIES

On behalf of the Michigan Cemetery Association, we hope you will join us February 3-5 at the Radisson Hotel in Lansing for our Annual Winter Conference.

We invite all suppliers and members to participate as Conference Sponsors. We very much appreciate your support as sponsorships fund receptions, meals, breaks and prizes.

Please take advantage of this opportunity for you and your company to be recognized by sponsoring one or more of the following events.

Completed forms must be returned with payment, no later than **January 20, 2020**.

We appreciate your support and commitment to the future of MCA.

I would like to sponsor:

- Guest Speaker @ \$500*
- Breakfast on Tuesday @ \$350*
- Lunch on Tuesday @ \$400*
- Morning Refreshment Break on Tuesday @ \$300*
- Afternoon Refreshment Break on Tuesday @ \$300*
- Cocktail Reception on Tuesday @ \$400*
- Dinner on Tuesday @ \$500*
- Breakfast on Wednesday @ \$350*

Name: _____ Company: _____

Email: _____

PLEASE MAKE CHECK PAYABLE TO MCA AND RETURN TO:

Michigan Cemetery Association
Attn: Taylor Porrett
120 N. Washington Sq., Ste. 110A
Lansing, MI 48933

Questions? Call Taylor at 517.484.6064